#### SOME 1917 SALES RECORDS SHATTERED AT MOTOR SHOW

#### Several Makers of Higher Priced Cars Report Beating Last Year's Marks-To-day Suburban Ladies' Day.

With the halfway mark reached yesterday in the eighteenth annual automobile show at the Grand Central Palace it was apparent to even the casual observer that the popularity of the automobile display is just as great as in any other year.

Testerday was "Society Day," and as during previous sessions of the show the large exhibition building was conformally and the large exhibition building was conformally in the large exhibition building was conformally in the casual attention, and here, as in the control of unusual attention, and here, as in the

## **MILLER TIRES ARE** KNOWN QUANTITY

Why should the motorist have his buying pervaded with the gambling element any more than any other type of
buyer? Certain well known brands of
about, for instance, are known to give a
definite cervice. Not one pair out of a
hundred possibly would fall short of expectations. We buy certain types of
cars with the knowledge that certain
milease may be expected of them, and
they usually do give that service.

Why potshot luck with tires? If you
are fortunate you may get a tire that

Milhor, general sales manager, was dis-tuning the tire situation of to-day. He satisfied the motorist in expecting tires of the same kind, subjected to like con-

came mileage. He said that just such three as those was Miller announcing in the big powerful, national campaign.

Mr. Millhoff continued: "Tires that are built uniformly, and as they are built in the Miller factory, do give uniform mileage—and the maximum. Exceptions may be found in any line. They're the lucky tires. They may give between 5,000 and 10,000 miles. But the manufacturer's problem has been to make every tire as good as his best."

"Miller, by confining the building of its tires to carefully recruited men, men whose ability has been proven by records scientifically kept. Thus at last solved the problem of making uniform tires. Now every Miller tire is made by master builders whose average personal efficiency is \$6 per cent. Not more sonal efficiency is 96 per cent. Not mo

The day marked the peak in sales recorded by the exhibitors. Several of
the higher priced can manufacturers
reported the closing of more sales than
lashyes:

In lits four of the three lower floors of
the Palace society devoted the greater
part of the attention to an inspection of
the body styles, and in this respect it
did not have to search far for unusual
efferings. This year, as perhaps never
before, he show is largely a display of
body types.

Yesterday the electric section of the show, on the second floor, was the centre
above, on the second floor, was the centre
gasolene section, body work was the
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have to search far for unusual event on yesterday's programme was the search far for unusual expensions. This year, as perhaps never the show is largely a display of the show is largely a display of anically, the 1915 car differs but from that of last season, the being mostly in the nature of the leading parts and accessory manufacturers of the country were in attendance. William M. Sweet, who had charge of the dinner, provided a splendid entertainment as he has done in the

gineers Day at the show. Several important meetings are to be held by the S. A. E. during the day, and in the evening the society will hold its annual dinner at the Biltmore.

To-morrow will be known as Subur-

Every One Guaranteed to Give hibits on the main floor of the Palace. the closed car models exceed the open touring or roadster types. One of the most striking body displays on the main floor is found at the Packard space.

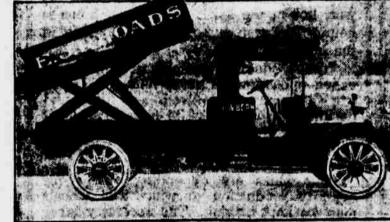
floor is found at the Packard space, where a seven passenger Berline limousine finished in a buff or coffee color is the piece de resistance.

Word was received at the Palace yesterday that the United States Sanate passed the bill throwing open for lease thousands of acres of Government oil and mineral lands that have been tied up for years. This will increase the oil and gasciente supply greatly, so the bugbest of shortage of the land gasciente supply greatly. bugbear of chortage of fuel is again dis

#### TWITMEYER SEES BIG YEAR. Again at Palace Show.

George E. Twitmeyer, veteran adver-Car Company of Cleveland, is sgain at the New York show—he has been at-tending this event annually since the first show was held-with all of his cus-

#### Fulton Truck With Special Dump.



The Fulton Motor Truck Company, located right here at the port of New York within truck dright here at the port of New York within trucks to the docks of New York within three hours after receipt of orders.

This I's ton model has been built sturdily, oversized and capacious. It has inglatery buildings covering more than ing platform from the rear of the cab to the end of the frame; the rear agic years and brought out this new line in the popular priced class.

car.

A feature of the company's busines is its export trade. During the past year, under abnormal shipping conditions, the company has made records of delivering trucks to the docks of New York within

ervice under the old methods.

s a link between the driver and

A small knob is forged on Cadillac

Arms, then removed and examined by

men who have an eye for fine metals.

test for the required silky texture of

the nickel steel, and a check on the

Motor Car Company

This extraordinary precaution is a

the road the Steering Arm must

be a piece of metal to swear by.

heat treatment.



Gasolene.

In these days when "conservation

organization and to the greatest possible

on loan mixture and keep them so.
(Motor or carbureter service stations will extend this service free.) A rich mixture is wasteful. Close your car-

weather. It helps vaporization as also probeating air to carbureter. Have your car examined for proper

S. Have spark points of pluge properly adjusted and see that all plugs are clean.

 See that brakes are adjusted so that

## PLAN SUCCESSFUL TEMPLAR EXPERT

tomer Cost of Repairs in Advance.

called upon to pay for repairs, irrespec-tive of whether those repairs are of easy remedy or of long drawn out process. In other words, the protection of the

However, this system shows to par-ticular advantage, it is nointed out, when ration and loss by fire. wheels equipped with pump and hore Either of these methods prevents evapo-

does away with all the old uncertain-ties. The customer knows what he will be expected to pay and what the charges

es joy riding and short errands that can be done as well on foot. Systematise your errands. Do them on one trip and

Little Automobile

Backed by a Five Million Dollar Corporation

> Factories: Offer Chicago

The Moore You See--The Moore You Want

Five Passenger Touring Car or Roadster

Also 1/2 Ton Truck

SEE IT AT The Auto Show

Space C-10 3rd Floor

MOORE MOTOR VEHICLE CO.

# TRUCKS OUTSHINE HORSES IN STORM

Smith Form-a-Truck Distributer Points to Recent Object Lesson Here.

More has been said during the past few weeks about the substitution of moor trucks for horses for hauling and detvering in the metropolitan district of for a long time," said by Fred G. Cole, Jr., of Cole & Dixon, 123 West Sixtyfourth street, New York city, Smith Form-a-Truck distributers for New

lesson which went home to thousands of business men. What would have been considered a light snow in country districts all but paralyzed New York city street traffic. The trouble was due almost entirely to horses.

"Traffic officials are authority for the

statement that the difficulty experienced by horses on the slushy and slippery pavements hampered traffic of all kinds so much that many of the streets in the congested districts were blocked for hours at a time. At intersections delays were long and frequent and traffic po-licemen were powerless to do anything because horses were slipping and falling everywhere and could not move the loads

#### Trucks Little Hampered.

"Contrasted with the futility of trying moved. The condition of the streets was no bar to them at all, and with loads far in excess of anything borses could

of horses under conditions which

Olympian Officer.



New York city streets.
"It is not as though horses could not

The motor truck costs hispaneer the moor that come is initially than an equivalent power horses and maintenance costs and rylce are less. Particularly is this the rooms at 123 West Sixty-fourth street. New York city, the new Smith Universal attachment which will convert any pleasare likely to happen any time and fre-quently during the winter months which way more satisfactor; than horses, part flowing out into the learner wher inspired so much motor truck talk and. Whether a business man can use but there can never be too much.

"It is an certain as enviting can be that the horse must go. Public beath and public convenience demand it. The ore efficient truck must and will take a place. For this reason it is a fortunate circumstance that may Smith Universal affacimen time the

mes upon the market.
"The demand for standard trucks nes is and will continue to be in excess of the supply, hence report must a had to conversion units such as the Smith Form-a-Truck, and fortunate also is h that it costs less to convert and main-tain a used pleasure our after R has been transformed into a motor truck than it does to buy a standard typ

verted truck is just as long lived and as serviceable, while at the same time heirs more commissal to operate and man-tain, as the standard type. The Smith Form-a-Truck not only solves the hau!

#### OLYMPIAN LUBRICATION SAFE

Porced Feed System Prevents case of Oil in Cylinders.

Overlubrication is probably one of the most annoying incidents of motoring especially if the car to measure long hills. When the engine is used as brake there is no gas flowing into the cylinders, but in many cars the lubrier which will crystallize sooner or later in an edict that the horse must go from turned on again the excess of oil burned, the motor emits great volume

of smelly smoke and the cylinder walk are covered with earhou.

There is no possibility of overlub-cation of cylinders in the new Olympia-model on exhibit at the Grand Central Palace. The flow of oil is regulated in proportion to the flow of gas by a formed feed system connected with the throttle When the throttle is open oil is forced.



# Every factor in to-day's MOORE strict standard of motorcar efficiency is met by the Maxwell as by no other car. Other cars may approach its low cost per mile. None Maxwell Headquarters at the Biltmore

-Its freedom from need of constant care and repairs,—its unfailing

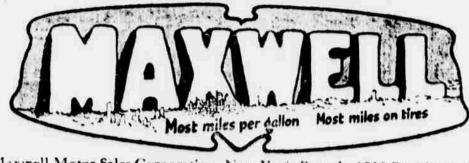
Track Show at Maxwell Showroom

Broadway & 59th

readiness for work. its wonderful engine. its utility, and its unequaled economy in running-cost, make it the most efficient car in the world for every practical

# proof is in the testimony of its users. Many report that full use of their Maxwell costs them \$2 and \$3 a week. No car can do more real work.

give more real service, than the Maxwell-at so little cost for gasoline. tires and repairs. Compared with it, all other cars are wasteful



Maxwell Motor Sales Corporation, New York Branch, 1808 Broadway (OPEN FRENINGS)

Brooklyn Branch, 1410-12-11 Bedford Avenue

The Auto For Work THE 1918 models have larger wheel base; tower, easier spring suspension, lower center of gravity, wider roomier interior. Greatly increased strength, yet no increase in burden on tires and gasoline. Prices (Detroit): Berline or Sedan with wire wheels \$1195; Berline, artillery wheels \$1005; Touring car with all-weather top \$55 Roadster with aliweather top \$830, Touring Car \$745 \$855

The Truck for I Hoveney The Maxwell one-ton worm-drive to the has ten feet length of loading space. In the axle and bearings of a two-ton truck, and specifications exceeding 116 ton strong wheel base 124 inches. Wholly a truck design in every detail. Has the famous Maxwe Engine, the most efficient in the world. The heat of the one-ton trucks is the Maxwell All banks styles. Price of chassis, ten Detroit



-its the engine

# The Liberty is a differentriding, different-driving

You know it the instant it gets under way.

COLONIAL. MOTORS John P. Plummer, Pres. Arnold Wood, Vice-Pres.

1748 Broadway, New York

2ND FLOOR

### Pulling Together!



New York Branch Tells Cus- Sales Manager Anderson Suggests Ways to Conserve

with the handling of an immense vol-ums of automobile business that pre-sent more intricate problems than does the service question. John N. Willys. nead of Willys-Overland, Inc., believes, however, his problem is solved by the adoption of such a service system as the one employed at the New York branch of Willys-Overland.

The Overland policy that has proved so successful is to inform the customer.

As the customer takes his car into the

entrance into the station and the amount workmen are it. Where possible have your supply mer is made burled underground. Draw it through room, which pump. If you confortable in the waiting room, which pump, if you cannot bury it keep in contains newspapers, magazines, and tight receptable, preferably a tank with

Tt occasionally happens, of course, that during the actual process of repairs unforeseen trouble will develop. When this happens the customer is communicated with and asked if extra expense will be satisfactory.

This system of service charges, Mr. Willys declares has eliminated 80 per cont of the difficulties attendant upon service under the old methods.

5. Have spark points or pluge property adjusted and see that all plugs are clean.

9. See that brakes are adjusted so that they do not drag.

10. See that every bearing has proper attention and runs freely.

11. Don't race your engine, either when starting or atopping—both waste gasolene unnecessarily.

lowed, should end any existing thought of a possible gasolene shortage and at the same time the car owner would not THIRTY cards to all users of gasolene, similar to the food conservation card, which would assist in the gasolene saving campaign. watchword is there any just reason by the automobile user, dealer, garage The World's Biggest

extent steps should be taken immediate

Minneapolis, Danville, Ill.

\$695